TARGET YOUTH PROGRAMMING WELLNESS GRANT

2015 Request for Information & Innovation (RFI^2)

Application Deadline:

November 11, 2015 at 8pm EST

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ABOUT TARGET'S YOUTH PROGRAMMING WELLNESS GRANTS

Community giving has always been a cornerstone of our company and a belief that guides many of our decisions. Since 1946, we have given 5 percent of our profit to communities, which currently adds up to $4 million each week.

We are focused on new ways to build on Target's legacy of corporate social responsibility. We know that working together with our team members, guests and communities creates better outcomes on issues that matter to us all.

Wellness has become the signature emphasis of our corporate social responsibility strategy. Our strategy is rooted in behavioral health science, focused on making wellness the default option, and addresses community needs through the lens of wellness. Inherent in our strategy is the belief that wellness begins where people live, learn, work and play.

Within the broad scope of wellness, our **two key areas of focus for this RFI[2] are:**

HEALTHY EATING:
Increase consumption of nutrient-dense foods by encouraging families to eat more fruits and vegetables.

ACTIVE LIVING:
Increase physical activity by encouraging families to move more, including through active play.

RFI[2] OBJECTIVES

We are building a wellness portfolio focused on supporting healthy lifestyles by breaking down the barriers to wellness, which we've defined as access, affordability, and inspiration. As part of our wellness portfolio, we are launching a youth-oriented grant program.

With the help of our national and local nonprofit partners, we're seeking to invest in **bold** and **innovative** youth programs that **inspire** youth and their families to eat healthy and be active as part of a lifelong approach to wellness. We encourage applicants to **think big**. While we will consider funding existing programs, we are very interested in programs that tackle these two areas of focus in new and innovative ways.

We seek to fund **research-based** and **outcomes-oriented** programs that are either proven or promising in driving measurable and sustained changes in healthy attitudes or behaviors.

There are **three priorities** to obtaining a Youth Programming Grant, which serve as the lens through which all proposals will be reviewed. Those priorities include programs with demonstrated impact that address barriers to eating healthy and being active, specifically:

ACCESS:
Increase geographic and socioeconomic

AFFORDABILITY:
Free or subsidized

INSPIRATION:
Engage and motivate to make healthier choices

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WHO IS ELIGIBLE?

To request a charitable contribution, your organization must be a federally tax-exempt section 501(c)(3) charitable organization, a public agency located in the United States of America or one of its protectorates, a school district, or an accredited school, charter school or private school.

Qualifying organizations serving all types of individuals are eligible to apply; however, priority may be given to those working with underserved communities, including communities or schools where 75% or more of the students are eligible for free or reduced price lunch.

Note: A public agency is an organization established and primarily funded by the United States government or state or local governments, such as public schools, public libraries, and public parks. A public agency must be able to provide a valid Government affirmation letter or have a valid NCES number.

The following groups or types of programs are ineligible for funding:
- Individuals
- Programs taking place outside of the United States or U.S. protectorates
- Religious organizations for religious purposes
- Clinical programs
- Fundraiser or gala events
- Advocacy or research groups
- Capital campaigns
- Endowment campaigns
- Elected officials
- Organizations that do not comply with our non-discrimination policy

HOW LARGE ARE THE GRANTS?

We expect grants to range from $10,000 - $1,000,000. Please note: range is not absolute.

The majority of grants are one-time and awarded annually, but consideration may be given to multi-year investments, based on their alignment to our strategic criteria, the populations served, and the scope and sustainability of the program.

WHAT ARE JUDGES LOOKING FOR?

SUCCESSFUL PROPOSALS WILL BE:

- Bold, innovative, and fresh.
- Research-based, with proven or promising outcomes in driving measurable, sustained changes in behavior and attitudes.
- Focused on youth (pre-K to 12th grade) and/or youth/parent (family) and focused on communities where 75% or more of students qualify for free or reduced price lunch.
- Feasible, easy to understand and replicable.
- Open and accessible for children and/or families of all skill levels.
- Ongoing efforts and programs, including seasonal programs.
- Compliant with Target Corporation's non-discrimination policy, which prohibits discrimination based on race, color, national origin, sex (including pregnancy), religious beliefs, age, disability, sexual orientation, gender identity or expression, citizenship status, military status, genetic information or any other protected characteristic.

PROPOSALS WILL BE EVALUATED ON THE FOLLOWING CRITERIA:

- Alignment to RFI[2] key areas of focus and priorities.
- Capacity of the organization to successfully carry out the proposed program.
- Potential for the program to demonstrate measurable impact.
- Potential for the program to provide volunteer opportunities.
- Demonstrated alignment to national and/or local community needs.

What might success look like?

Below are three illustrative examples of programs that may qualify for funding.

Nonprofit X is a national organization with existing wellness programs in all of their local chapters. To qualify for a Target grant, they created a new program, connecting their existing after-school and summer wellness programs with local farmers markets, engaging youth of all ages to earn points through participation in the program that can be redeemed for fresh fruits and veggies at the market. The program also has unique competitions and challenges that engage families and other nonprofits or local chapters.

Nonprofit Y developed a proprietary product and complimentary program tomotivate kids to be active, which in turn triggers a give to kids in need: kids helping other kids. The comprehensive strategy brings both product and program to life via a consumer lens at retail and a community lens through school-based programming.

Nonprofit Z is a relatively small, regional organization. Their primary program, which provides an inclusive fitness environment for elementary school students, has shown measurable impact on student health and activity levels. To qualify for a Target grant, they proposed expanding their program to additional elementary, middle and high schools in a handful of new locations, and creating "student ambassadors" to help spread excitement about the program at the new sites.

WHAT IS THE GRANT PROCESS?

GRANTS WILL BE CHOSEN THROUGH A TWO-PHASE APPROACH.

PHASE 1:

Initial RFI[2] is open to any qualifying nonprofit, public agency, school district, or school. Partners will be asked to fill out a short application, including a short descriptions of the entity and proposed program, and details on budget and program characteristics.

To begin the application process, please visit: www.cybergrants.com/target/youthwellness/quiz

PHASE 2:

Finalists from Phase 1 of the RFI[2] process will be invited into Phase 2 based on their Phase 1 applications. Phase 2 applications will include a slightly longer program narrative, and more detail around program metrics, scale, and previous successes.

Grantees will be chosen early in 2016 and notified no later than February 12, 2016.
Please note: Completion of the RFI[2] or Phase 2 application does not guarantee financial support.

Throughout this process, should you have any questions, please contact TargetWellnessGrant@ WhiteboardAdvisors.com

KEY DATES:

OCTOBER 26TH – RFI[2] Available

NOVEMBER 11TH – RFI[2] Closes (all RFI[2]'s must be received, postmarked, or time-stamped) by Nov. 11 at 8pm EST

DECEMBER 11TH – Organizations notified only if they are selected for Phase 2

JANUARY 11TH – Phase 2 Grant Application completed (all applications must be submitted online by this date)

JANUARY 25TH – FEBRUARY 12TH – Grants awarded

FREQUENTLY ASKED QUESTIONS:

How do I know if my organization is eligible to receive a grant from Target?
To request a charitable contribution, your organization must be a federally tax-exempt section 501(c)(3) charitable organization, a school district, an accredited school, or a public agency located in the United States of America or one of its protectorates.

Note: A public agency is an organization established and primarily funded by the United States government or state or local governments, such as public schools, public libraries, and public parks. A public agency must be able to provide a valid Government affirmation letter or have a valid NCES number.

How do we know if our organization is within the Target community?
We accept grant requests from organizations that are in the communities where Target has stores in the United States.

My 501(c)(3) has a pending status; do I qualify to receive a donation?
No. Target does not fund organizations with a pending 501(c)(3) status. Only organizations that are verified with a tax-exempt 501(c)(3) designation, as determined by the Internal Revenue Service, are eligible to receive donations.

My organization has 501(c)(3) status but I received an error when completing a grant application stating: "The Tax ID that you entered was not found in the IRS database. We cannot accept applications from organizations that are not certified 501(c)(3) organizations by the IRS." Can I submit our IRS status letter to Target as proof?
We utilize the IRS database to verify 501(c)(3) status and are unable to accept any other alternative form of documentation. Please contact the IRS to discuss any concerns you may have with your organization's status listing.

What information is needed on the application section asking about overall program budget and proposed project budget?
For nonprofit organizations, the organization budget refers to the average amount of funds raised each year to run the organization. Schools need to include the overall annual budget for the school. We understand this varies by year, so please refer to your organization's previous year budget as a point of reference.